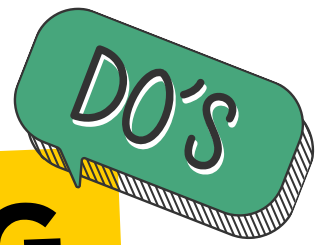


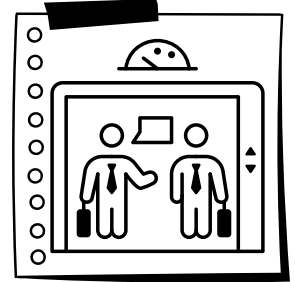
# SECRETS TO NETWORKING



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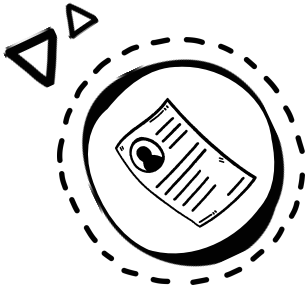
## Craft a Sincere Elevator Pitch

First impressions matter. And people are more likely to connect with authentic and sincere individuals. A concise and compelling pitch, that highlights who you are, what you want to do, and how you're different, will make a positive and memorable impact.



## Be Easy to Find

At a career fair? Bring your resume. Your resume is more likely to be read when it's hand-delivered. At a more informal event? Consider making a student business cards. And make sure that you're on LinkedIn.



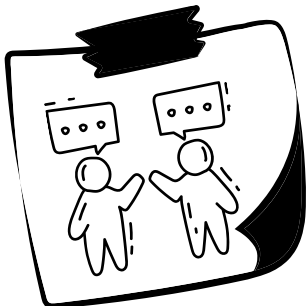
## Dress for Success

It's always better to be overdressed (vs. underdressed). You should default to business casual, at the bare minimum, and dress more formally (i.e. suits, button-up dress shirts, etc.) for more formal networking events or interviews with accounting firms.



## Listen Actively

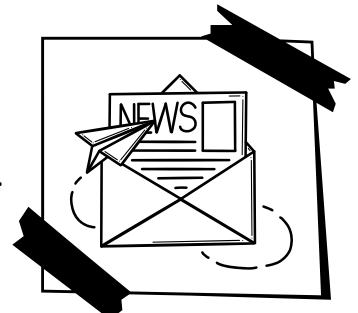
Showing a genuine interest in other people's stories and experiences can go a long way. Ask questions, find commonalities, and move from "small talk" (i.e. food, hobbies & weather) to "deep talk" (i.e. career or business-related). Practice warm and professional body language.



## Follow-Up After the Event

Ask for a business card and send a follow-up email within 48 hours to reinforce the initial interaction and nurture professional relationships.

A personalized follow-up message on LinkedIn works too.



## Keep Going

If you want a job post-grad, you need to meet with recruiters multiple times throughout your degree. Start networking now and keep going.



Want more information? Check out the TedTalk by Theresa Reaume called [Networking for Success](#)



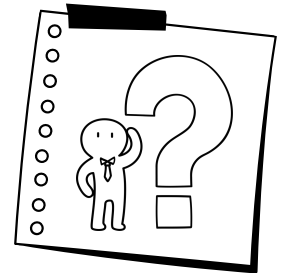
# SECRETS TO NETWORKING

DON'T'S

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## Show Up Unprepared

Do your homework. Find out who is going to be there, know what you got yourself into, and have some questions ready to ask. Questions about your target profession or industry trends are always a good idea.



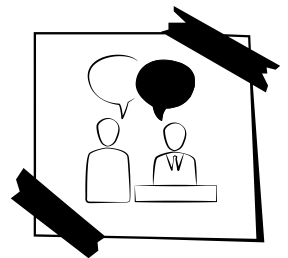
## Stay in Your Comfort Zone

You don't benefit by interacting with people you already know and deal with daily. Hanging around with only known people during a networking event is a total waste of time. It's best to step outside of your comfort zone and connect with people who have unique experiences and backgrounds. Be open to meeting professionals who aren't in your exact field or profession too - you never know when those connections might prove invaluable.



## Be Distracted

Stay focused on the person you are talking to. Even if Justin Bieber enters the room, keep your discussion going and deal with Justin later on. Keep your phone in your pocket.



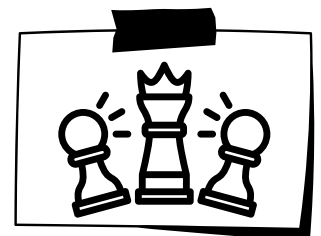
## Expect A Handshake

Post-COVID, the business handshake is on "shaky" ground. Your conversation partner may not want to shake hands (and you might not want to either). If you don't want to shake hands, consider another gesture of respect like a bow, a nod, or a hand on your heart. Extend your hand only if you're comfortable, and the other person seems to invite it.



## Dominate The Conversation

If you're talking with a potential employer, consider starting with your elevator pitch in case others want to join your conversation. If you're dominating the conversation and excluding others, it simply isn't "a good look" for you.



## Bail On The Event

If you said you're going to attend, you should attend. If you absolutely can't attend anymore, send an apologetic note before the event starts. You don't want potential employers to think that you're unreliable.



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